EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Donna Mason on 11/12/2008.

The application has been amended as follows:

Please replace the current claims with the claim listing beginning on the following page.

Listing of Claims:

1. (currently amended): A content control method for controlling a process on a receiving side apparatus which is applied to content comprising a plurality of blocks transmitted from a transmitting side apparatus to the receiving side apparatus, comprising the steps of:

adding control needed/unneeded information indicative of need/non-need for control of the content to an area of one or more blocks of the content, and if and only if the control needed/unneeded information indicates "need for control", a step of adding first control information to said one or more blocks of the content at the transmitting side apparatus is performed,

wherein said one or more blocks of the content is not equal to the whole content, and

wherein said first control information is a watermark that specifies conditions for permitting processes to be applied to said one or more blocks of the content;

receiving and storing in a first location of the receiving side apparatus said content including the first control information added to said one or more blocks of the content transmitted from the transmitting side apparatus; and

receiving by the receiving side apparatus a process designation corresponding to the content transmitted from the transmitting side apparatus to the receiving side apparatus,

wherein second control information is stored in a second location of the receiving side apparatus, which receives the content transmitted from the transmitting side apparatus,

wherein said second control information specifies conditions for which applying processes to the content is permitted, and

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the receiving apparatus, area information of the receiving apparatus, and time information; and

if and only if a condition specified by the second control information satisfies a condition corresponding to the process designation specified by the first control information, applying a process corresponding to the process designation to the received said one or more blocks of the content.

2. (previously presented): A contents control method according to claim 1, wherein as the process corresponding to the process designation, reproduction of said one or more blocks, copy of said one or more blocks, storage in a non-processible area, storage in a processible area, display of attendant data accompanying said one or more blocks, selection of an apparatus

for transmission of said one or more blocks, or bi-directional communication between the transmitting side apparatus and the receiving side apparatus is carried out.

3. (canceled).

4. (currently amended): A contents control method according to ~~claim~~ claim 2,

wherein said control needed/unneeded information is falsification detection needed/unneeded information indicative of need/non-need for detection of a falsification of the content, and

wherein said first control information is falsification detection information for performing the falsification detecting.

5. (previously presented): A contents control method according to claim 4, further comprising:

detecting illegality to the received content on the receiving side apparatus; and

in case that illegality is detected, a step of stopping the process corresponding to the process designation and applied to the block of the content, and notifying information concerning the illegality to the transmitting side apparatus or a third party.

6. (previously presented): A contents control method according to claim 5, wherein in case that the condition specified by the second control information to apply the process corresponding to the process designation to the content does not satisfy the condition specified by the first control information to permit the process corresponding to the process designation, in case that a falsification of the content is detected by the falsification detection needed/unneeded information and the falsification detection information added to the received content, or in case that modification or loss of the first control information added to the content or the second control information stored in the receiving side apparatus are detected, detection of illegality is determined on the receiving side apparatus.

7. (previously presented): A contents control method according to claim 6, wherein the information to be notified includes any one or more of pieces of information concerning the falsification of the content, the modification of the first control information, the modification of the second control information stored in the receiving side apparatus, the received process designation, the content, transmitting side apparatus, and receiving side apparatus.

8. (previously presented): A contents control method according to claim 7, further comprising the steps of:

adding history information indicative of the process substance applied to said one or more blocks of the content;

re-transmitting the content with the history information from the receiving side apparatus to a second receiving side apparatus; and

in case of the history information contradictory to conditions of the first control information added to the re-transmitted content, stopping the process applied to the block of the re-transmitted content, and notifying information concerning the process which includes any one or more of pieces of information concerning the content, the transmitting side apparatus and the receiving side apparatus which re-transmits the content, to the second receiving side apparatus which receives the re-transmitted content or the third party.

9. (currently amended): A content control system for controlling a process on a receiving side apparatus which is applied to a content comprising a plurality of blocks transmitted from a transmitting side apparatus to the receiving side apparatus, comprising:

a control information adding processor provided in the transmitting side apparatus for adding control needed/unneeded information indicative of need/non-need for control of the content to an area of one or more blocks of the content, and if and only if the control needed/unneeded information indicates "need for control", adding first control information to said one or more blocks of a content,

wherein said one or more blocks of the content is not equal to the whole content,

wherein said first control information is a watermark that specifies conditions for permitting processes to be applied to said one or more blocks of the content, and

wherein the content including the first control information is transmitted from the transmitting side apparatus to the receiving side apparatus and stored in a first location of the receiving side apparatus;

a process designation reception processor provided in the receiving side apparatus for receiving a process designation corresponding to the content transmitted from the transmitting side apparatus to the receiving side apparatus,

wherein second control information is stored in the receiving side apparatus which receives the content transmitted from the transmitting side apparatus,

wherein said second control information specifies conditions for which applying processes to the content is permitted, and

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the receiving apparatus, area information of the receiving apparatus, and time information; and

a contents control processor provided in the receiving side apparatus for applying a process corresponding to the process designation to the received one or more blocks of the content, if and only if a condition specified by the second

control information satisfies a condition corresponding to the process designation specified by the first control information.

10. (previously presented): A contents control system according to claim 9, wherein the contents control processor performs, as the process corresponding to the process designation, reproduction of the content, copy of the content, storage in a non-processible area, storage in a processible area, display of attendant data accompanying the content, selection of an apparatus for transmission of the content, or bi directional communication between the transmitting side and the receiving side.

11. (previously presented): A contents control system according to claim 10, further comprising:

a falsification detection information adding processor for adding falsification detection needed/unneeded information and falsification detection information for performing the falsification detection to the block, wherein the block of the content transmitted from the transmitting side apparatus to the receiving side apparatus has an area to which the falsification detection needed/unneeded information indicative of need/non-need for falsification detection of the content is added; and

a falsification detection processor for stopping, in case that a falsification of the content is detected by the falsification detection needed/unneeded information and the falsification detection information added to the content

transmitted from the transmitting side apparatus to the receiving side apparatus, the process corresponding to the process designation and applied to the block of the content, and transmitting information concerning the falsification to the transmitting side apparatus or a third party.

12. (previously presented): A contents control system according to claim 11, wherein history information indicative of the process substance applied to the content is added to the content, and in case of the history information contradictory to the conditions of the first control information, the process applied to the block of the content is stopped and information concerning the process is transmitted to the transmitting side apparatus or the third party.

13. (currently amended): A content transmitting apparatus for transmitting content from a transmitting side apparatus to a receiving side apparatus, comprising:

a content reading processor for reading one or more blocks of a ~~content~~the content transmitted from the transmitting side apparatus to the receiving side apparatus;

a control information adding processor for adding control needed/unneeded information indicative of need/non-need for control of the content to an area of said one or more blocks of the content, and if and only if the control needed/unneeded information indicates "need for control", adding first

control information to said one or more blocks of the content at the transmitting side apparatus,

wherein said one or more blocks of the content is not equal to the whole content,

wherein said first control information is a watermark that specifies conditions for permitting processes to be applied to said one or more blocks of the content, and wherein the content including the first control information added to said one or more blocks of the content transmitted from the transmitting side apparatus is received and stored in a first location of the receiving side apparatus; and

a content transmitting processor for transmitting the block of the content from the transmitting side apparatus to the receiving side apparatus,

wherein a second location of said receiving side apparatus holds second control information for specifying conditions for which applying processes to the content is permitted, so that a process corresponding to a process designation received by the receiving side apparatus is applied to said one or more blocks of the content, if and only if a condition specified by the second control information satisfies a condition corresponding to the process designation specified by the first control information,

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the

receiving apparatus, area information of the receiving apparatus, and time information.

14. (previously presented): A contents transmitting apparatus according to claim 13, wherein the first control information is information for reproduction of the content, copy of the content, storage in a non-processible area, storage in a processible area, display of attendant data accompanying the content, selection of an apparatus for transmission of the content, or control of bi-directional communication between the transmitting side apparatus and the receiving side apparatus.

15. (previously presented): A contents transmitting apparatus according to claim 14, further comprising a falsification detection information adding processor for adding falsification detection needed/unneeded information indicative of need/non-need for falsification detection of the content and falsification detection information for performing the falsification detection to the block of the content transmitted from the transmitting side apparatus to the receiving side apparatus.

16. (currently amended): A content receiving apparatus for receiving content transmitted from a transmitting side apparatus to a receiving side apparatus, comprising:

a process designation reception processor for receiving, by the receiving side apparatus, a process designation corresponding to the content transmitted from the transmitting side apparatus to the receiving side apparatus;

a content receipt processor for receiving one or more blocks of the content transmitted from the transmitting side apparatus to the receiving side apparatus,

wherein said one or more blocks of the content has an area to which control needed/unneeded information indicative of need/non-need for control of the content is added, and if and only if the control needed/unneeded information indicates "need for control", wherein first control information, which is a watermark for specifying conditions for permitting a process to be applied to said one or more blocks of the content, is added to said one or more blocks of the content at the transmitting side apparatus,

wherein said one or more blocks of the content is not equal to the whole content, and

wherein the first control information added to said one or more blocks of the content transmitted from the transmitting side apparatus is received and stored in a first location of the receiving side apparatus,

wherein second control information for specifying conditions for which applying a process to the content is permitted is stored in a second location of the receiving side apparatus,

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the

receiving apparatus, area information of the receiving apparatus, and time information; and

a content control processor for applying a process corresponding to the received process designation, the process corresponding to the process designation of the received one or more blocks, if and only if the condition specified by the second control information satisfies the condition corresponding to the process designation specified by the first control information.

17. (previously presented): A content receiving apparatus according to claim 16, wherein as the process corresponding to the process designation, reproduction of the content, copy of the content, storage in a non-processible area, storage in a processible area, display of attendant data accompanying the content, selection of an apparatus for transmission of the content, or bi-direction communication between the transmitting side apparatus and the receiving side apparatus is carried out.

18. (previously presented): A content receiving apparatus according to claim 17, further comprising a falsification detection processor for stopping, in case that a falsification of the content is detected by falsification detection needed/unneeded information and falsification detection information added to the content transmitted from the transmitting side apparatus to the receiving side apparatus, the process corresponding to the process designation and applied to

the contents, and transmitting information concerning the falsification to the transmitting side apparatus or a third party.

19. (previously presented). A content receiving apparatus according to claim 18, wherein history information indicative of the process substance applied to the content is added to the content, and in case of the history information contradictory to conditions of the first control information added to the content transmitted from the transmitting side apparatus to the receiving side apparatus, the process to the content is stopped and information concerning the process is transmitted to the transmitting side apparatus or the third party.

20. (currently amended): A computer program product having computer readable instruction code embodied on a computer readable storage medium, comprising:

instruction for reading one or more blocks of content transmitted from the computer to a receiving side apparatus;

instruction for adding control needed/unneeded information indicative of need/non-need for control of the content to an area of one or more blocks of the content, and if and only if the control needed/unneeded information indicates "need for control", an instruction for adding first control information to said one or more blocks of the content at the transmitting side apparatus is executed,

wherein said one or more blocks of the content is not equal to the whole content, and

wherein said first control information is a watermark that specifies conditions for permitting processes to be applied to the content;

instruction for receiving and storing in a first location of the receiving side apparatus said content including the first control information added to said one or more blocks of the content transmitted from the transmitting side apparatus; and

instruction for transmitting said one or more blocks of the content from the computer to the receiving side apparatus,

wherein a second location of said receiving side apparatus holds second control information for specifying conditions for which applying processes to the content is permitted, so that a process corresponding to a process designation received by the receiving side apparatus is applied to said one or more blocks of the content if and only if a condition specified by the second control information satisfies a condition corresponding to the process designation specified by the first control information,

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the receiving apparatus, area information of the receiving apparatus, and time information.

21. (previously presented): The computer program product according to claim 20, wherein said one or more blocks of the content transmitted from the computer to the receiving side apparatus has an area to which falsification

detection needed/unneeded information indicative of need/non-need for falsification detection of the content is added, further comprising:

instruction for adding the falsification detection needed/unneeded information and falsification detection information for performing the falsification detection to the block of the content.

22. (currently amended): A computer program product having computer readable instruction code embodied on a computer readable storage medium, comprising:

instruction for receiving by a computer a process designation concerning content transmitted from a transmitting side apparatus to the computer;

instruction for receiving one or more blocks of the content transmitted from the transmitting side apparatus to a first location of the computer,

wherein said one or more blocks of the content is not equal to the whole content,

wherein said one or more blocks of the content has an area to which control needed/unneeded information indicative of need/non-need for control of the content is added, and if and only if the control needed/unneeded information indicates "need for control", an instruction for adding first control information to said one or more blocks of the content is executed, ~~wherein said one or more blocks includes~~

wherein said first control information, ~~which~~ is a watermark for specifying conditions for permitting processes to be applied to the content,

wherein the computer stores in a second location second control information for specifying conditions for which applying processes to the content is permitted,

wherein the conditions specified by the second control information includes at least one type of information selected from a group consisting of user information of the user about to use the contents, location information of the receiving apparatus, area information of the receiving apparatus, and time information; and

instruction for applying a process corresponding to the process designation to the received one or more blocks of the content, if and only if a condition specified by the second control information satisfies a condition specified corresponding to the process designation by the first control information.

23. (previously presented): The computer program product according to claim 22, further comprising:

instruction for stopping, in case that a falsification of the content is detected by falsification detection needed/unneeded information and falsification detection information added to the content transmitted from the transmitting side apparatus to the computer, the process corresponding to the process designation and applied to the content, and transmitting information concerning the falsification to the transmitting side apparatus or a third party.

24. (previously presented): The computer program product according to claim 23, wherein history information indicative of the process substance applied to the content is added to the content, further comprising:

in case of the history information contradictory to the conditions of the first control information added to the content transmitted from the transmitting side apparatus to the computer, instruction for stopping the process applied to the content and transmitting information concerning the process to the transmitting side apparatus or the third party.

25. (previously presented): A contents control method according to claim 1, wherein the second information stored in the receiving side apparatus is information acquired by the receiving side apparatus from the transmitting side apparatus or a third party.

26. (previously presented): A contents control method according to claim 25, wherein the information acquired by the receiving side apparatus is information acquired concomitantly with authentication with the transmitting side apparatus or the third party.

Allowable Subject Matter

The following is an examiner's statement of reasons for allowance: The prior art teaches inserting, at a transmitting side apparatus, a watermark into blocks of content, the watermark being control information which is compared with conditions located at the receiving side apparatus, and applying a process to the content if and only if a condition at the recipient satisfies the control information. However, the prior at fails to teach adding control needed/unneeded information to an area of one or more blocks of the content, and if and only if the control needed/unneeded information indicates "need for control" adding the watermark that is control information to the one or more blocks of the content at the transmitting side apparatus, in the specific combination of limitations as claimed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW T. HENNING whose telephone number is (571)272-3790. The examiner can normally be reached on M-F 8-4.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ayaz Sheikh can be reached on (571) 272-3795. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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